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WISCONSIN

FEDERAL MILK ORDER BULLETIN
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APR 5 1965

for the
Milwaukee, Northeastern
and Madison Marketing Areas
C. T. McCleery - Market Administrator

DECEMBER 1964

MACHINE MADE MILK

Some folks were disturbed recently by a report that British scientists have discovered how to make milk by machine, thus endangering the position held by the cow since time immemorial. They needn't have worried. The cows aren't.

We have this straight from the cows themselves, a number of whom we interviewed the other day. A Holstein best expressed the feelings of the majority of the cows we met. "They'll never eliminate the cow, Honey," she moaned softly. "These farm boys are not going to be satisfied just pulling levers and pressing buttons."

A Guernsey laughed when we told her that the scientists could make milk out of carrot tops, cabbage leaves, pea pods, weeds, (to page 8)

THE NUMBER OF PRODUCERS SUPPLYING THE NORTHEAST WISCONSIN MARKETING AREA

The average number of producers supplying this market in 1959 was 1,292, while in 1963 this number had grown to 1,438. This represents an increase of 11.3%, or an average increase of 2.8% per year. For the most part the increase was represented in the periods of 1960-61, and 1961-62, as is indicated by a percentage change of 5.3 and 4.2 respectively. The percentage change in the periods of 1959-60 and 1962-63 was less than one percent.

Large fluctuations in the number of producers is an indicator that the structure of the market has undergone some change, for assuming other things equal the number of producers will remain relatively constant. The number of producers, statistically speaking are recorded on (to page 8)

— DATA IN BRIEF - FOR THE MAN IN A HURRY —

| | <u>Milwaukee</u> <u>Order No. 39</u> | | <u>Northeastern Wis.</u> <u>Order No. 45</u> | | <u>Madison</u> <u>Order No. 51</u> | |
|-------------------------------|---|------|---|------|---------------------------------------|------|
| <u>NOVEMBER 1964</u> | | | | | | |
| Class I Price & Differential | \$4.11 | 7.3¢ | \$4.05 | 7.6¢ | \$4.11 | 7.3¢ |
| Class II Price & Differential | \$3.29 | 7.2¢ | \$3.29 | 7.2¢ | \$3.29 | 7.2¢ |
| Producer Price & Differential | \$3.96 | 7.3¢ | \$3.76 | 7.4¢ | \$3.94 | 7.3¢ |
| Pounds of Producer Milk | 71,520,706 | | 37,162,772 | | 21,234,704 | |
| Percentage in Class I | 81.8% | | 62.3% | | 78.7% | |
| <u>DECEMBER 1964</u> | | | | | | |
| Class I Price & Differential | \$3.93 | 7.5¢ | \$3.87 | 7.8¢ | \$3.93 | 7.5¢ |

UNIFORM PRICES AND

PRODUCER PRICES FOR NOVEMBER 1964

COMPUTATION

Milwaukee Wisconsin Marketing Area
Federal Order No. 39

NOVEMBER 1964

Minimum prices per hundredweight to be paid on or before the 15th of each month to producers for 3.5% milk, f.o.b. plant. These prices are subject to a butterfat differential per point over and under 3.5% and to a deduction of 2 cents per hundredweight for marketing service for nonmembers. In the case of members of approved cooperatives, these prices are subject to the deductions authorized by the associations.

The prices listed below do not include any premium payments which may be paid by handlers and which may bring actual payments in excess of minimum requirements.

| Name of Handler | Minimum Pay Price | B.F. Diff'l |
|-------------------------|----------------------|----------------|
| Blochowiak Dairy | \$3.92 | 7.3¢ |
| The Borden Co. | 3.95 | 7.3 |
| Cedarburg Dairy, Inc. | 4.03 | 7.3 |
| Christiansen's Dairy | 3.99 | 7.3 |
| Fairmont Foods Co. | 3.99 | 7.3 |
| Gehl Guernsey Dairy | 3.84 | 7.3 |
| Golden Guernsey Dairy | 3.95 | 7.3 |
| Harmony Dairy Products | 3.94 | 7.3 |
| Hawthorn-Mellody Farms | 3.94 | 7.3 |
| Healthway Dairy, Inc. | 4.06 | 7.3 |
| Home Dairy | 4.07 | 7.3 |
| Keystone Farms | 3.98 | 7.3 |
| Krueger Dairy | 4.08 | 7.3 |
| McFarlands' Farm Dairy | 3.86 | 7.3 |
| Milk Producers Coop. | 4.02 | 7.3 |
| Mullen's Dairy | 4.03 | 7.3 |
| Progressive Dairy Prod. | 3.94 | 7.3 |
| Pure Milk Association | 4.09 | 7.3 |
| Roets Home Dairy | 4.02 | 7.3 |
| Schroeder Dairy | 3.96 | 7.3 |
| Sealtest Foods | 3.94 | 7.3 |
| Vande Kolk Dairy | 4.02 | 7.3 |
| Warren Dairy | 3.98 | 7.3 |
| Wayside Dairy | 4.06 | 7.3 |
| West Side Dairy, Inc. | 3.99 | 7.3 |

WEIGHTED AVERAGE 7.3¢

Weighted Average of Producer
Prices for Information Purposes: \$3.96

Producer Milk in Class I

Producer Milk in Class II

Total Milk and Value Before Adjustments

Adjustments for Value of:

Overage Deducted from Classes I & II
Beginning Inventory Reclassification
Other Source Milk Deducted from Class I
Butterfat More or Less than 3.5 Percent
Plant Location Differentials
Half of Producer-Equalization Fund

Aggregate Value and Average Price

Reserve to Producer-Equalization Fund

Uniform Price to Producers for 3.5% Milk

* Subject to location differentials. These minimum pay

MANUFACTURING PRICES AND

| Year and Month | 92Score Butter Chicago | Cheddar Cheese Wis. | Spray Dry Skim | Basic Formula Price | Handler B'fat Dif'l C.I* C.II |
|----------------------|------------------------------|---------------------------|----------------------|---------------------------|-------------------------------------|
| 1963 | cents | cents | cents | dol. | cents |
| Nov. | 58.09 | 35.00 | 14.24 | 3.15 | 7.0 6.7 |
| Dec. | 58.01 | 35.12 | 14.24 | 3.16 | 7.0 6.7 |
| 1964 | | | | | |
| Jan. | 57.97 | 35.25 | 14.32 | 3.16 | 7.0 6.7 |
| Feb. | 57.97 | 35.12 | 14.26 | 3.17 | 7.0 6.7 |
| Mar. | 57.97 | 34.19 | 14.25 | 3.16 | 7.0 6.7 |
| Apr. | 57.97 | 33.81 | 14.19 | 3.15 | 7.0 6.7 |
| May | 57.97 | 33.70 | 14.22 | 3.12 | 7.0 6.7 |
| June | 57.97 | 33.75 | 14.24 | 3.12 | 7.0 6.7 |
| July | 58.00 | 33.75 | 14.23 | 3.11 | 7.0 6.7 |
| Aug. | 59.51 | 34.38 | 14.30 | 3.12 | 7.0 6.8 |
| Sept. | 61.32 | 36.31 | 14.30 | 3.15 | 7.1 7.1 |
| Oct. | 60.47 | 36.75 | 14.29 | 3.24 | 7.4 7.0 |
| Nov. | 62.27 | 36.75 | 14.23 | 3.27 | 7.3 7.2 |
| Dec. | | | | 3.29 | 7.5 |

*Exception, Order 45 is .125 x the butter price (Col. 1 for the preceding month. December is 7.8¢.

OTHER PRICE DATA

OF UNIFORM PRICES

| Northeastern Wisconsin Marketing Area Federal Order No. 45 | | | | Madison Wisconsin Marketing Area Federal Order No. 51 | | | |
|---|-----------------------|------------------|---------------------|--|-----------------------|------------------|---------------------|
| Pounds of Milk | Average B'fat Test | Price at Test | VALUE | Pounds of Milk | Average B'fat Test | Price at Test | VALUE |
| 23, 168, 229 | 3. 616746 | \$4. 139723 | \$959, 100. 52 | 16, 719, 373 | 3. 455662 | \$4. 043366 | \$676, 025. 52 |
| <u>13, 994, 543</u> | 4. 000002 | 3. 650002 | <u>510, 801. 04</u> | <u>4, 515, 331</u> | 4. 680631 | 4. 140055 | <u>186, 937. 19</u> |
| 37, 162, 772 | | | \$1, 469, 901. 56 | 21, 234, 704 | | | \$862, 962. 71 |
| | | | 573. 82 | | | | 1, 227. 01 |
| | | | - | | | | 59. 53 |
| | | | .92 | | | | 9, 094. 48 |
| | | | -71, 795. 54 | | | | -34, 277. 91 |
| | | | -287. 46 | | | | 7, 901. 92 |
| | | | <u>16, 893. 54</u> | | | | <u>8, 896. 00</u> |
| | | \$3. 808346 | \$1, 415, 286. 84 | | | \$3. 989845 | \$855, 863. 74 |
| | | <u>.048346</u> | <u>-17, 966. 61</u> | | | <u>.049845</u> | <u>-19, 216. 38</u> |
| | | <u>\$3. 76*</u> | \$1, 397, 320. 23 | | | <u>\$3. 94*</u> | \$836, 647. 36 |

prices do not include any premium payments which may be paid by handlers.

FEDERAL ORDER PRICES FOR WISCONSIN AREAS - NO. 39, NO. 45, NO. 51

| Class I Price Differentials | | | Supply-Demand Adjustments | | | Class I Prices | | | Uniform Prices to Producers** and Producer Butterfat Differentials | | | | | |
|--------------------------------|-------|-------|------------------------------|-------|-------|-------------------|-------|-------|---|------------|------------|-----|------|-----|
| No.39 | No.45 | No.51 | No.39 | No.45 | No.51 | No.39 | No.45 | No.51 | Milwaukee | Northeast | Madison | | | |
| cents | | | cents | | | dollars | | | dol. cents | dol. cents | dol. cents | | | |
| 108 | 94 | 108 | -24 | -24 | -24 | 3.99 | 3.85 | 3.99 | 3.89 | 7.0 | 3.56 | 7.0 | 3.84 | 6.9 |
| 88 | 74 | 88 | -24 | -24 | -24 | 3.80 | 3.66 | 3.80 | 3.69 | 6.9 | 3.42 | 7.0 | 3.62 | 6.9 |
| 88 | 74 | 88 | -24 | -24 | -24 | 3.80 | 3.66 | 3.80 | 3.70 | 6.9 | 3.44 | 7.0 | 3.62 | 6.9 |
| 88 | 74 | 88 | -24 | -24 | -24 | 3.81 | 3.67 | 3.81 | 3.71 | 6.9 | 3.45 | 7.0 | 3.65 | 6.9 |
| 68 | 54 | 68 | -24 | -24 | -24 | 3.60 | 3.46 | 3.60 | 3.50 | 6.9 | 3.31 | 7.0 | 3.47 | 6.9 |
| 68 | 54 | 68 | -24 | -24 | -24 | 3.59 | 3.45 | 3.59 | 3.50 | 6.9 | 3.30 | 7.0 | 3.44 | 6.9 |
| 68 | 54 | 68 | -24 | -24 | -24 | 3.56 | 3.42 | 3.56 | 3.46 | 6.9 | 3.27 | 7.0 | 3.39 | 6.9 |
| 68 | 54 | 68 | -24 | -24 | -24 | 3.56 | 3.42 | 3.56 | 3.47 | 6.9 | 3.28 | 7.0 | 3.42 | 6.9 |
| 88 | 74 | 88 | -24 | -24 | -24 | 3.75 | 3.61 | 3.75 | 3.64 | 6.9 | 3.46 | 7.0 | 3.61 | 6.9 |
| 108 | 94 | 108 | -24 | -24 | -24 | 3.96 | 3.82 | 3.96 | 3.82 | 7.0 | 3.62 | 7.1 | 3.78 | 6.9 |
| 108 | 94 | 108 | -24 | -24 | -24 | 3.99 | 3.85 | 3.99 | 3.89 | 7.1 | 3.69 | 7.3 | 3.87 | 7.1 |
| 108 | 94 | 108 | -24 | -20 | -24 | 4.08 | 3.98 | 4.08 | 3.98 | 7.3 | 3.74 | 7.4 | 3.96 | 7.3 |
| 108 | 94 | 108 | -24 | -16 | -24 | 4.11 | 4.05 | 4.11 | 3.96 | 7.3 | 3.76 | 7.4 | 3.94 | 7.3 |
| 88 | 74 | 88 | -24 | -16 | -24 | 3.93 | 3.87 | 3.93 | | | | | | |

** Weighted averages are shown for Milwaukee and all markets when base and excess prices are in effect.

UTILIZATION AND CLA

FEDERAL ORD

— MILWAUKEE MARKET NO. 39 —

| I T E M | November 1964 | | October 1964 | | November 1963 | |
|---------------------------------|-----------------|---------|-----------------|---------|-----------------|---------|
| | Thousand Pounds | % B'fat | Thousand Pounds | % B'fat | Thousand Pounds | % B'fat |
| CLASS I MILK | | | | | | |
| Packaged Products: | | | | | | |
| Fluid Milk | 45,999 | 3.5 | 51,262 | 3.5 | 46,578 | 3.5 |
| Flavored Milk | 1,778 | 3.6 | 2,165 | 3.6 | 1,736 | 3.6 |
| 2% Skim Milk, Solids Added | 4,117 | 2.1 | 4,410 | 2.1 | 3,761 | 2.2 |
| " " " , Plain | 1,558 | 2.3 | 1,599 | 2.3 | 1,032 | 2.2 |
| Skim Milk, Solids Added | 1,906 | .4 | 2,098 | .4 | 1,757 | .4 |
| Plain Skim | 921 | .7 | 993 | .8 | 1,010 | .7 |
| Buttermilk | 555 | 1.1 | 576 | 1.0 | 456 | 1.1 |
| Flavored Milk Drink | 213 | .5 | 233 | .6 | 182 | .5 |
| Half & Half | 1,071 | 12.4 | 1,185 | 12.4 | 1,027 | 12.4 |
| Light Cream | 43 | 19.0 | 48 | 19.0 | 48 | 19.1 |
| Whipping Cream | 276 | 32.9 | 190 | 32.7 | 303 | 33.2 |
| Cultured Cream | 310 | 18.9 | 262 | 18.9 | 249 | 18.7 |
| Subtotal | 58,747 | 3.6 | 65,021 | 3.5 | 58,139 | 3.6 |
| Bulk Sales to Nonhandlers | 586 | 3.8 | 556 | 3.7 | 742 | 3.7 |
| Unaccounted for Milk | 115 | 6.2 | 162 | 8.9 | 101 | 6.9 |
| Total Utilized in Class I | 59,448 | 3.6 | 65,739 | 3.5 | 58,982 | 3.6 |
| Nonpool Receipts* | -954 | 4.1 | -1,825 | 3.5 | -254 | 2.8 |
| CLASS I - PRODUCER MILK | 58,494 | 3.6 | 63,914 | 3.5 | 58,728 | 3.6 |
| CLASS II MILK | | | | | | |
| Eggnog | 264 | 5.3 | - | | 280 | 5.5 |
| Bakeries et al. | 149 | 12.6 | 141 | 11.7 | 135 | 11.5 |
| Cottage Cheese | 4,135 | 1.1 | 4,608 | 1.1 | 3,732 | 1.0 |
| Cheese | 1,590 | 3.5 | 1,499 | 3.7 | 1,286 | 3.5 |
| Butter | 908 | 11.4 | 545 | 17.7 | 298 | 23.1 |
| Evap., Cond., & Pwd. | 2,047 | 4.2 | 1,689 | 4.7 | 2,074 | 4.1 |
| Ice Cream & Mixes | 1,992 | 11.8 | 2,398 | 11.5 | 1,821 | 10.5 |
| Livestock Feed | 90 | | 88 | | 80 | |
| Dumped Products | 8 | | 14 | | 29 | |
| Skim Equiv. Fort. Prod. | 1,376 | | 1,411 | | 1,137 | |
| Ending Inventory | 6,194 | 4.0 | 3,875 | 4.1 | 4,281 | 4.0 |
| Shrinkage | 1,183 | 3.1 | 1,065 | 3.5 | 937 | 2.8 |
| Total Utilized in Class II | 19,936 | 4.2 | 17,333 | 4.4 | 16,090 | 4.1 |
| Nonpool Receipts* | -6,909 | 3.2 | -8,642 | 3.2 | -7,906 | 3.4 |
| CLASS II - PRODUCER MILK | 13,027 | 4.8 | 8,691 | 5.6 | 8,184 | 4.7 |
| TOTAL PRODUCER RECEIPTS | 71,521 | 3.8 | 72,605 | 3.8 | 66,912 | 3.8 |

NOTE: Bakeries et al. includes products for candy manufacturing, aerated cream, sour cream products not labeled Grade A, and small amounts of eggnog during off-season months.

CLASSIFICATION OF MILK

RS 39, 45, 51

| — NORTHEASTERN MARKET NO. 45 — | | | | | | — MADISON MARKET NO. 51 — | | | | | |
|--------------------------------|--------------|-----------------|--------------|-----------------|--------------|---------------------------|--------------|-----------------|--------------|-----------------|--------------|
| November 1964 | October 1964 | November 1964 | October 1964 | November 1963 | October 1963 | November 1964 | October 1964 | November 1964 | October 1964 | November 1963 | October 1963 |
| Thousand Pounds | % B'fat | Thousand Pounds | % B'fat | Thousand Pounds | % B'fat | Thousand Pounds | % B'fat | Thousand Pounds | % B'fat | Thousand Pounds | % B'fat |
| 18,894 | 3.5 | 20,749 | 3.5 | 19,043 | 3.5 | 10,626 | 3.5 | 11,926 | 3.4 | 10,365 | 3.5 |
| 1,202 | 3.6 | 1,452 | 3.6 | 1,134 | 3.6 | 732 | 3.7 | 888 | 3.7 | 689 | 3.8 |
| 922 | 2.1 | 964 | 2.1 | 460 | 2.1 | 2,263 | 2.1 | 2,455 | 2.1 | 2,128 | 2.1 |
| 204 | 1.9 | 221 | 1.9 | 294 | 1.8 | - | - | - | - | - | - |
| 584 | .3 | 692 | .4 | 673 | .3 | 685 | .8 | 748 | .8 | 401 | .8 |
| 622 | .6 | 604 | .6 | 591 | .5 | 50 | .3 | 55 | .3 | 304 | .7 |
| 190 | .9 | 218 | .8 | 212 | .8 | 151 | 1.5 | 174 | 1.4 | 155 | 1.5 |
| 121 | .7 | 138 | .6 | 78 | .7 | 24 | .3 | 68 | 2.1 | 2 | .6 |
| 365 | 12.9 | 404 | 12.9 | 401 | 12.8 | 325 | 12.4 | 369 | 12.3 | 326 | 12.3 |
| 6 | 23.2 | 6 | 21.7 | 6 | 21.8 | 9 | 28.6 | 8 | 27.9 | 5 | 22.2 |
| 110 | 36.4 | 84 | 35.6 | 125 | 34.8 | 70 | 34.5 | 52 | 34.2 | 78 | 34.2 |
| 71 | 19.1 | 69 | 19.1 | 79 | 18.9 | 52 | 19.6 | 54 | 19.1 | 51 | 22.2 |
| 23,291 | 3.6 | 25,601 | 3.5 | 23,096 | 3.6 | 14,987 | 3.5 | 16,797 | 3.5 | 14,504 | 3.6 |
| 325 | 3.8 | 329 | 3.8 | 337 | 4.6 | 4,092 | 3.9 | 3,529 | 3.8 | 2,106 | 3.8 |
| 103 | 5.2 | 89 | 9.6 | 119 | 6.1 | 71 | 5.8 | 103 | 4.7 | 86 | 3.7 |
| 23,719 | 3.6 | 26,019 | 3.6 | 23,552 | 3.6 | 19,150 | 3.6 | 20,429 | 3.5 | 16,696 | 3.6 |
| -551 | 3.2 | -621 | 3.2 | -28 | 3.4 | -2,430 | 4.6 | -1,880 | 4.3 | -703 | 3.5 |
| 23,168 | 3.6 | 25,398 | 3.6 | 23,524 | 3.6 | 16,720 | 3.5 | 18,549 | 3.4 | 15,993 | 3.6 |
| 41 | 4.7 | - | - | 35 | 5.6 | 52 | 5.5 | - | - | 36 | 5.7 |
| - | - | - | - | - | - | 3 | 29.0 | 4 | 25.7 | 5 | 23.2 |
| 2,037 | 1.1 | 2,118 | 1.0 | 1,285 | 1.6 | 1,166 | .8 | 1,067 | .9 | 947 | 1.2 |
| 5,750 | 3.6 | 5,570 | 3.6 | 12,895 | 3.7 | 953 | 3.2 | 797 | 3.2 | 1,113 | 2.8 |
| 511 | 35.4 | 490 | 35.3 | 504 | 35.1 | 317 | 26.3 | 231 | 36.0 | 257 | 35.7 |
| 3,911 | .1 | 3,493 | .1 | 3,994 | .1 | 1,118 | 924 | 924 | 1,300 | 1,300 | |
| 1,403 | 8.5 | 1,512 | 8.5 | 1,842 | 5.7 | 671 | 8.9 | 766 | 8.3 | 646 | 8.9 |
| 41 | 81 | 88 | 88 | 88 | 88 | 74 | 78 | 78 | 57 | 57 | |
| 18 | 14 | 5 | 5 | 5 | 5 | 6 | 2 | 2 | 1 | 1 | |
| 465 | 468 | 422 | 422 | 422 | 422 | 434 | 464 | 464 | 449 | 449 | |
| 2,810 | 4.3 | 2,001 | 4.3 | 2,061 | 4.4 | 1,679 | 4.3 | 1,173 | 4.0 | 1,033 | 4.3 |
| 465 | 3.7 | 403 | 4.9 | 386 | 5.1 | 285 | 2.8 | 324 | 2.7 | 348 | 2.1 |
| 17,452 | 3.9 | 16,150 | 3.9 | 23,517 | 3.8 | 6,758 | 3.9 | 5,830 | 4.1 | 6,192 | 4.0 |
| -3,457 | 3.3 | -3,969 | 3.1 | -6,800 | 3.6 | -2,243 | 2.4 | -2,617 | 2.8 | -2,364 | 3.8 |
| 13,995 | 4.0 | 12,181 | 4.2 | 16,717 | 3.8 | 4,515 | 4.7 | 3,213 | 5.1 | 3,828 | 4.1 |
| 37,163 | 3.8 | 37,579 | 3.8 | 40,241 | 3.7 | 21,235 | 3.7 | 21,762 | 3.7 | 19,821 | 3.7 |

* Includes receipts of other source milk, beginning inventory, and overage, all as allocated to classes, and adjustment for Class II interorder transfers shown as Class I.

CLASS I AND RECEIPTS BY MONTHS

POUNDS OF PRODUCER MILK IN CLASS I, ITS PERCENTAGE TO TOTAL PRODUCER MILK WITH TOTALS FOR PRODUCER MILK AND FOR OTHER SOURCE MILK BY WISCONSIN MARKETS

| Year and Month | MILWAUKEE, No. 39 | | | | NORTHEASTERN, No. 45 | | | | MADISON, No. 51 | | | |
|----------------|-------------------|------|-----------------|-------------------|----------------------|------|-----------------|-------------------|-----------------|------|-----------------|-------------------|
| | CLASS I | | From Pro-ducers | Other Source Milk | CLASS I | | From Pro-ducers | Other Source Milk | CLASS I | | From Pro-ducers | Other Source Milk |
| | Mil. # | % | Mil. # | | Mil. # | % | Mil. # | | Mil. # | % | Mil. # | |
| <u>1963</u> | | | | | | | | | | | | |
| Nov. | 58.7 | 87.7 | 66.9 | 3.0 | 23.5 | 58.5 | 40.2 | 4.3 | 16.0 | 80.7 | 19.8 | 1.6 |
| Dec. | 58.2 | 82.0 | 71.0 | 3.1 | 23.1 | 53.2 | 43.3 | 4.4 | 15.0 | 71.1 | 21.1 | 1.8 |
| <u>1964</u> | | | | | | | | | | | | |
| Jan. | 61.2 | 83.5 | 73.4 | 3.4 | 24.5 | 55.0 | 44.7 | 5.0 | 16.0 | 71.3 | 22.4 | 1.8 |
| Feb. | 58.0 | 82.3 | 70.6 | 3.4 | 23.2 | 57.4 | 40.4 | 1.2 | 15.7 | 72.5 | 21.6 | 1.7 |
| Mar. | 59.6 | 78.8 | 75.7 | 3.5 | 23.7 | 54.2 | 43.7 | 1.3 | 16.3 | 70.9 | 23.1 | 2.0 |
| Apr. | 59.1 | 81.3 | 72.7 | 3.5 | 23.6 | 55.6 | 42.5 | 1.5 | 15.1 | 68.3 | 22.1 | 1.9 |
| May | 58.0 | 77.5 | 74.8 | 3.6 | 23.2 | 52.2 | 44.4 | 1.5 | 13.9 | 60.9 | 22.9 | 2.2 |
| June | 54.3 | 77.5 | 70.1 | 3.6 | 21.7 | 52.1 | 41.5 | 1.7 | 13.9 | 67.2 | 20.8 | 2.3 |
| July | 55.0 | 81.7 | 67.2 | 3.9 | 24.2 | 66.3 | 36.4 | 2.3 | 14.6 | 76.0 | 19.1 | 2.7 |
| Aug. | 55.7 | 81.5 | 68.3 | 3.8 | 24.1 | 69.5 | 34.6 | 2.7 | 14.5 | 76.4 | 19.0 | 2.5 |
| Sep. | 58.5 | 86.0 | 68.0 | 4.8 | 24.0 | 71.5 | 33.6 | 2.3 | 16.6 | 82.7 | 20.1 | 2.4 |
| Oct. | 63.9 | 88.0 | 72.6 | 5.1 | 25.4 | 67.6 | 37.6 | 2.0 | 18.5 | 85.2 | 21.8 | 2.6 |
| Nov. | 58.5 | 81.8 | 71.5 | 4.0 | 23.2 | 62.3 | 37.2 | 2.0 | 16.7 | 78.7 | 21.2 | 3.2 |

FARM NUMBERS AND DELIVERIES

NUMBER OF FARMS AND AVERAGE DAILY DELIVERIES PER FARM BY WISCONSIN MARKETS

| Year and Month | MILWAUKEE | | | | NORTHEASTERN | | | | MADISON | | | |
|----------------|-----------------|------|---------------------|------|-----------------|------|---------------------|------|-----------------|-----|---------------------|------|
| | Number of Farms | | Avg. Daily Per Farm | | Number of Farms | | Avg. Daily Per Farm | | Number of Farms | | Avg. Daily Per Farm | |
| | '63 | '64 | '63 | '64 | '63 | '64 | '63 | '64 | '63 | '64 | '63 | '64 |
| Jan. | 2270 | 2250 | 990 | 1056 | 1374 | 1421 | 940 | 1014 | 615 | 642 | 1028 | 1125 |
| Feb. | 2261 | 2236 | 1006 | 1092 | 1371 | 1341 | 952 | 1038 | 651 | 641 | 1023 | 1163 |
| Mar. | 2257 | 2227 | 1010 | 1041 | 1360 | 1335 | 959 | 1055 | 650 | 640 | 1025 | 1163 |
| Apr. | 2242 | 2211 | 1019 | 1100 | 1355 | 1334 | 971 | 1063 | 645 | 635 | 1047 | 1158 |
| May | 2214 | 2185 | 1033 | 1106 | 1355 | 1333 | 979 | 1075 | 639 | 633 | 1086 | 1167 |
| June | 2209 | 2171 | 1011 | 1078 | 1415 | 1319 | 976 | 1050 | 621 | 628 | 1053 | 1102 |
| July | 2222 | 2181 | 927 | 993 | 1417 | 1323 | 814 | 890 | 633 | 635 | 924 | 973 |
| Aug. | 2241 | 2232 | 927 | 1003 | 1417 | 1326 | 797 | 843 | 639 | 639 | 892 | 958 |
| Sep. | 2262 | 2236 | 946 | 1019 | 1438 | 1317 | 822 | 851 | 650 | 646 | 933 | 1035 |
| Oct. | 2269 | 2268 | 984 | 1053 | 1361 | 1318 | 894 | 920 | 646 | 649 | 1022 | 1082 |
| Nov. | 2259 | 2257 | 993 | 1056 | 1447 | 1312 | 927 | 944 | 643 | 642 | 1028 | 1103 |
| Dec. | 2256 | | 1021 | | 1447 | | 966 | | 643 | | 1056 | |
| Avg. | 2247 | | 989 | | 1396 | | 916 | | 640 | | 1010 | |

COMPARATIVE STATISTICS

SELECTED DATA COMPARISONS, WISCONSIN MARKETS

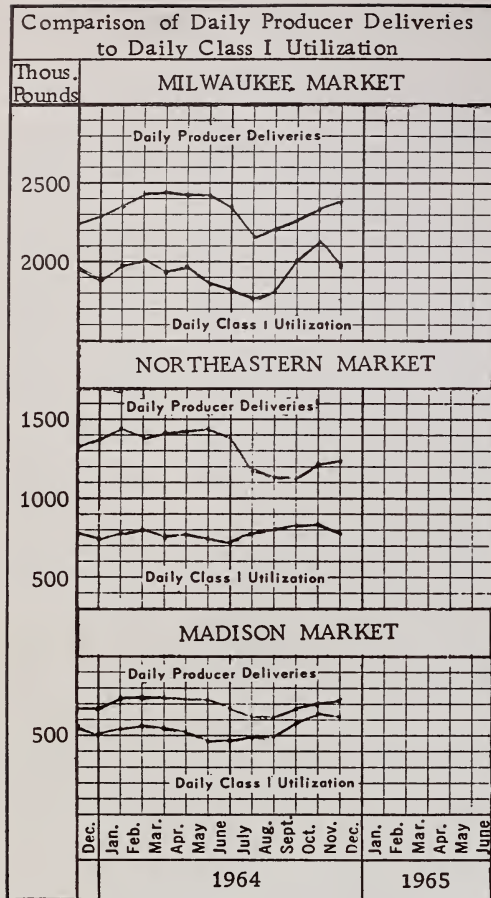
| | Order No. 39 | | | Order No. 45 | | | Order No. 51 | | |
|------------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| | November '64 | November '63 | Com- parison | November '64 | November '63 | Com- parison | November '64 | November '63 | Com- parison |
| Average Daily: | | | | | | | | | |
| Producer Milk, thous. lbs. | 2384 | 2230 | +6.9% | 1239 | 1341 | -7.6% | 708 | 661 | +7.1% |
| Other Receipts " " | 133 | 104 | | 67 | 145 | | 146 | 102 | |
| Gross. Class I " " | 1982 | 1966 | +0.8% | 790 | 785 | +0.6% | 612 | 557 | +9.9% |
| Gross Class II " " | 665 | 536 | +24.1% | 582 | 784 | -25.8% | 242 | 206 | +17.5% |
| Deliveries per Farm, lbs. | 1056 | 993 | +6.3% | 944 | 927 | +1.8% | 1103 | 1028 | +7.3% |
| Number of Farms | 2257 | 2259 | -2 | 1312 | 1447 | -135 | 642 | 643 | -1 |
| Avg. Test of Prod. Milk, % | 3.80 | 3.77 | | 3.76 | 3.73 | | 3.72 | 3.70 | |
| Number of Handlers: | | | | | | | | | |
| Pool Plants | 25 | 25 | - | 63 | 65 | -2 | 22 | 22 | - |
| Other Handlers | 5 | 5 | - | 5 | 8 | -3 | 8 | 9 | -1 |
| Producer Milk in Class I, % | 81.8 | 87.7 | | 62.3 | 58.5 | | 78.7 | 80.7 | |
| Shrinkage to Total Receipts: | | | | | | | | | |
| Product Pounds, % | 1.57 | 1.30 | | 1.45 | 1.13 | | 1.24 | 1.78 | |
| Butterfat Pounds, % | 1.42 | 1.12 | | 1.57 | 1.64 | | 1.13 | 1.15 | |

NEARBY FEDERAL ORDER DATA

TOTAL AND CLASS I PRODUCER MILK, WITH RELATED PRICES - NOVEMBER 1964

| Market | Producer Milk thous. lbs. | Class I Milk thous. lbs. | Class I Price 3.5% Milk \$ per cwt. | Producer Price 3.5% Milk \$ per cwt. |
|--------------------------------|---------------------------------|--------------------------------|---|--|
| Chicago, No. 30 | 457,383 | 199,111 | 4.13 | 3.77 |
| Duluth-Superior, No. 69 | 12,572 | 7,110 | 4.22 | 3.70 |
| Madison, No. 51 | 21,235 | 16,719 | 4.11 | 3.94 |
| Mich. Upper Peninsula, No. 44 | 9,060 | 7,362 | 4.26 | 4.18 |
| Milwaukee, No. 39 | 71,521 | 58,494 | 4.11 | 3.96 |
| Minneapolis-St. Paul, No. 68 | 85,390 | 60,234 | 4.135 | 3.92 |
| Northeastern Wisconsin, No. 45 | 37,163 | 23,168 | 4.05 | 3.76 |
| Quad Cities-Dubuque, No. 63 | 20,585 | 14,534 | 4.33 | 4.02 |
| Rock River Valley, No. 38 | 9,697 | 8,277 | 4.15 | 4.02 |
| Southern Michigan, No. 40 | 320,999 | 182,819 | 4.47 | 3.95 |

NOTE: The producer price shown for Michigan Upper Peninsula and Milwaukee is, in each case, the weighted average of minimum pay prices for pool plants, including zone or location differentials. Announced prices for basic zones are quoted in other instances. During base pay periods weighted averages are shown for base and excess prices.



WISCONSIN FEDERAL MILK ORDER BULLETIN

Published Monthly By
Federal Milk Market Administrator
4920 West Burleigh Street
Milwaukee 10, Wisconsin
for the
Milwaukee, Northeastern
and Madison Marketing Areas

This bulletin is primarily to provide producers who are not members of cooperative associations with market information in accordance with § 1039.74 of the Milwaukee Wisconsin marketing order, § 1045.75 of the Northeastern Wisconsin marketing order, and § 1051.77 of the Madison Wisconsin marketing order.

Milk, Continued from page 1

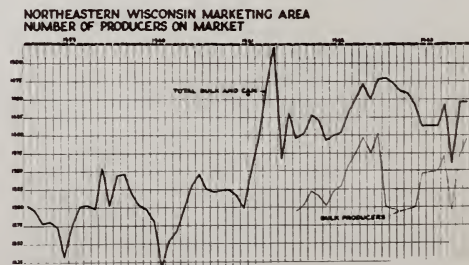
nettles and hedgerow growths.

"Yeah," she said, winking a dreamy eye, "they've got the right ingredients all right, but how many carrot tops, baby? Anyone can chew up a lot of vegetation and turn out something called milk, but you gotta have selection. Only a cow knows when to stop eating timothy and start eating alfalfa with a dash of cheeseweed. One bite too much of jimson weed, for instance, and you've had it: A mistake like that and you can spoil a whole batchful."

"There ain't no machine made, sonny," the Guernsey added, "that can do that. You take a machine, it just throws things together and squirts it out a pipe and calls it milk. No wonder their scientists are having trouble getting the vegetable taste out of their machine-made milk. You ask me, they'll never get it out. A machine just don't know! It don't taste! Machines may have replaced the horse, but they'll never replace the cow!" (Excerpts from Heilites, Dec. 1964)

Northeast, Continued from page 1

a monthly basis, and a yearly average is a simple average of the monthly data. Therefore, the stability or fluctuation that is evident on a yearly basis is directly related to the magnitude of the forces or factors which have occurred throughout the year. These factors which cause changes in the number of producers in a market are for the most part considered to be external to a producer, i.e. they occur outside the area of individual producer control. For example; plants failing to meet qualification requirements, a change in the provisions for plant qualification, a change in the area regulated, the flexibility of the plants regulated, the relationship of class prices to competitive manufacturing prices, and the loss or gain of plants through consolidations, mergers, and outright purchase or sale, are factors that affect the number of producers on a market.



HOW IMPORTANT ARE OUT-OF-AREA SALES?

Order 39 pool handlers, in total, have increased their packaged sales into outside areas during the last two years. Comparisons of such sales as reported by handlers for October 1964, to similar reports for October 1962, are made in the schedule shown below.

About 24.4 percent of the total packaged dispositions are now moving into eight other Federal order areas and to unregulated areas. This compares to 20.7 percent and six areas in 1962.

We do not intend to imply, by making comparisons of these two months, that disposals outside the area have steadily increased nor especially to all outside areas. Some outside marketing has been of a temporary nature and customers have been known to change to suppliers which are under different

orders. In fact, a month to month comparison during this two-year period would reveal many fluctuations.

The schedule shows reported sales by areas and by products sold. Sales into areas regulated by Federal Orders 31, 40, 44 and 47 have been combined to prevent disclosing confidential information pertaining to individual handlers. There are only a few handlers reporting sales into these areas.

Not all products move to other areas in the same ratio. Relatively more buttermilk, flavored drinks, half & half and soured cream but somewhat less skim products are sold outside the marketing area than is true for other products. Such observations should not imply that more or less is consumed by customers in other areas. Many of these items are supplied by Order 39 plants where supplementary needs arise.

SALES BY MILWAUKEE ORDER NO. 39 POOL PLANTS INTO OTHER AREAS MONTHS OF OCTOBER 1964 AND OCTOBER 1962

| Packaged Fluid Milk Products | Chicago, Ill. | | Rock River Val. | | Designated Marketing Areas | | Northeast Wis. | | Madison, Wis. | | Other Nos. | | Unregulated | | Total | | Outside % | |
|------------------------------------|---------------|--------|-----------------|--------|----------------------------|--------|----------------|--------|---------------|--------|----------------|----------------|-------------|-------|--------|---------|-----------|-------|
| | No. 30 | No. 38 | No. 38 | No. 38 | No. 45 | No. 51 | No. 51 | No. 51 | No. 51 | No. 51 | 31, 40, 44, 47 | 31, 40, 44, 47 | Areas | Areas | Out of | Area 39 | of Total | Sales |
| | 1964 | 1962 | 1964 | 1962 | 1964 | 1962 | 1964 | 1962 | 1964 | 1962 | 1964 | 1962 | 1964 | 1962 | 1964 | 1962 | 1964 | 1962 |
| Fluid Milk | 3658 | 3258 | 480 | 254 | 3388 | 2511 | 1491 | 1281 | 1024 | 243 | 2481 | 1612 | 12522 | 9159 | 24.7 | 21.4 | 24.7 | 21.4 |
| Flav. Milk | 137 | 90 | 13 | 5 | 105 | 59 | 57 | 46 | 29 | 6 | 213 | 67 | 554 | 273 | 25.6 | 21.4 | 25.6 | 21.4 |
| 2% Skim | 260 | 135 | 69 | 34 | 243 | 124 | 402 | 219 | 124 | 7 | 178 | 114 | 1276 | 633 | 20.9 | 17.4 | 20.9 | 17.4 |
| Skim Milk | 259 | 157 | 13 | 5 | 153 | 107 | 40 | 48 | 25 | 9 | 61 | 43 | 551 | 369 | 17.8 | 14.0 | 17.8 | 14.0 |
| Buttermilk | 91 | 48 | 3 | 3 | 46 | 50 | 103 | 15 | 21 | 4 | 32 | 22 | 296 | 142 | 44.0 | 21.9 | 44.0 | 21.9 |
| Flav. Drink | 8 | 8 | 1 | 1 | 28 | 21 | 32 | 4 | 14 | | 8 | 3 | 91 | 37 | 34.7 | 16.4 | 34.7 | 16.4 |
| Half & Half | 283 | 116 | 7 | 6 | 60 | 48 | 16 | 32 | 16 | 5 | 43 | 56 | 425 | 263 | 35.9 | 25.3 | 35.9 | 25.3 |
| Lt. Cream | 9 | 2 | | | 17 | 13 | 5 | 6 | 2 | 1 | 7 | 9 | 9 | 3 | 18.8 | 4.8 | 18.8 | 4.8 |
| Whip Cream | 9 | 5 | 1 | 1 | 22 | 16 | 34 | 3 | 7 | 2 | 7 | 6 | 41 | 35 | 21.6 | 18.9 | 21.6 | 18.9 |
| Sr. Cream | 34 | 5 | 1 | | | | | | | | | | 105 | 32 | 35.8 | 14.2 | 35.8 | 14.2 |
| Totals | 4748 | 3824 | 588 | 309 | 4062 | 2949 | 2180 | 1654 | 1262 | 277 | 3030 | 1933 | 15870 | 10946 | 24.4 | 20.7 | 24.4 | 20.7 |

